

Statement from Qantium to 7.30. 5 March 2019

A spokesperson for Qantium said:

“Qantium does not work with any on-line or any other style of wagering company following an update to our data ethics and usage policy implemented eight months ago.

Historically, Qantium helped Sportsbet create a high-level breakdown of the sports betting market. This estimated Sportsbet’s market share, the percentage of their customers falling into broad age brackets, like 30 to 40 years of age, and by state.

To do this, Qantium constructed high-level aggregations based on a selection of de-identified NAB data focussed only on already active adult sports wagerers who had both established on-line wagering accounts and deposited funds into them.

It would be impossible for any sports wagerer to be individually targeted with marketing materials based on such high-level, aggregated and anonymised data. The data supplied was similar to that routinely created by market research companies using a survey to ask a cross-section of sports betters questions to build an estimate of what the total market looks like.

Qantium does not handle any personal data. Any data received by Qantium is de-identified and protected in line global best-practice standards.”

Responses to other Questions:

Q. What specific fields of data are provided by NAB to Qantium? Does it provide date of birth, location, and specific line by line transaction data?

A. Qantium receives de-identified purchasing transaction data which includes some high-level demographics such as gender and age bracket, defined as month and year of birth. No address details are provided.

Q. What details are disclosed by Qantium to Sportsbet in the reports it provides? Is Sportsbet able to use this information to target particular individuals, locations or demographics with gambling advertisements?

A. See statement.

Q. What is the de-identification standard that Qantium’s NAB data is held pursuant to?

A. While we at all times use industry best practice de-identification standards, Qantium deliverables (including those to Sportsbet) are heavily aggregated summaries and so do not rely solely on de-identification or other measures to protect privacy. Any data received or

held by Quantum is de-identified before we receive it and protected in line global best-practice standards, including removal or HASHING of all identifying fields.

Q. Does Quantum rely on K-Anonymity to de-identify data, and if so what is the value of K for this de-identification process?

A. Every deliverable we create is at an aggregated scale, which provides an enhanced level of personal protection versus a K-Anonymity approach. We are happy to arrange for you to speak with our privacy expert should you require an explanation.

Q. Is Quantum able to re-identify transaction data provided by NAB, given the other extensive databases it holds such as Woolworths Rewards data?

A. No. All data handled by Quantum is de-identified before we receive it and we have strict data security controls and governance protocols in place to ensure that there is no risk of reidentification.

Q. What is the precise nature and format of the data that is shared with Sportsbet?

A. See statement.

Q. Does Quantum share geographical and demographic information on individuals with Sportsbet, and if so how detailed is this information?

A. No. See statement.

Q. Does Quantum share data on individuals and their transactions to Sportsbet?

A. No. See statement.

A. CSIRO and the ABS recommend that K-Anonymity should not exceed K-5. Does Quantum agree with this assessment?

A. See above question on K-anonymity.

Q. In December 2018 Sportsbet Pty Ltd was charged with four criminal offences in NSW for allegedly offering gambling inducements in breach of s 33H(1) of the Betting and Racing Act. The four charges relate to inducements that appear on Sportsbet's website for bonus bet offers. Is Quantum concerned that one of the organisations it shares NAB customer data with is facing criminal charges?

A. N/A given Quantum no longer works with Sportsbet.